

The Relationship Between Technology, Art and Culture

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Abstract: Technology, art and culture are the parts involved in the life of human society, and the organic combination of the three constitutes a rich and colorful spiritual world of human beings. But about the relationship between the three, but has been the topic of the debate, which is high and low has been uncertain. In the author's opinion, the development and prosperity of art cannot be separated from the development of technology and the support of cultural deposits, and the dissemination of cultural ideas cannot also be separated from the expression of artistic works. The innovation of technology also promotes the emergence of new culture and new trend of thought.

Keywords: Film and television art; Technological innovation; Art and culture

1. The development and prosperity of art cannot be separated from the development of technology

The emergence and development of new technologies have always catalyzed the emergence and development of new art forms. With the birth of ChatGPT, Bert (now renamed Gemini), Midjourney and other big language models, human society has entered an era of artificial intelligence generated content (AIGC).^[1]The generation of paper technology and printing technology makes the dissemination of information more widely through the form of letters. Thus, on the basis of the early short and of word of mouth in the literary field, there are longer and richer prose and novels. At the same time, the development of the two technologies, let reading and writing is no longer the exclusive noble, rich, technology innovation for reading popularization, more literary literacy culture is not strong ordinary people also join the reading literature, which drives the novel prose the literary art form language more plain than ever, novel is a stronger dramatic story, these are the masses of the general audience love the form of structure.

A more typical case is the emergence and development of film and television art, such as film, radio and television. Film and television art itself is the product of technology. With the invention of TV, the emergence of camera technology, and the continuous innovation of light and shadow imaging technology, audio-visual art has a new recording media and communication media. Before this, we are familiar with the music, dance, drama and opera can only be performed through the live way, and the recipients are limited to personally go to listen to the crowd. The emergence of sound recording and photography technology can record the fleeting moments through electronic media, and the generation and development of communication and light and shadow transmission media make it possible for the preserved images to be widely disseminated. Thus, the art of film and radio and television was born, and every innovation and change of these two art forms cannot be separated from the application of new technologies.

Taking the development of film and television art as an example, the emergence and application of motion capture technology makes it possible to shape characters that do not exist, while 3D modeling technology makes the creation of illusory worlds and shooting scenes that cannot be carried out and completed in reality. There is no doubt that the emergence and application of the two technologies to develop the new field of film and television art, from Cameron "avatar", the audience saw the first world only exists in the brain fantasy on the screen, and today still enduring diffuse series, Hollywood action is through thrilling hong big scene captured the audience.

For TV art, the innovation of camera technology has also brought earth-shaking changes. From film camera to digital camera, from linear editing to non-linear editing, large-volume material shooting and large-capacity post-processing are possible under the technological innovation. Thus, a —— reality show that combines stage performance and real life records was created. In a reality show, the subject is not only the stage performance time as the shooting time, all his actions in the

shooting cycle will be monitored and recorded, and then the final program content will be selected and edited from the massive material. The premise that this production method can be used is the reduction of the cost and the difficulty of the continuous popularity of camera technology.

Similarly, technological innovation provides more possibilities in the expression process of artistic works. Take the military parade, broadcast live on National Day, for example. Compared with the 60th anniversary of National Day and the 70th anniversary of National Day parade, this year's parade brings the film-visual view of the picture quality and camera beauty. A bigger difference from before is that in this year's parade, there are more specific shots of soldiers, thus giving a more complete narrative logic, which is no longer just the display process of teams and squares. Like the tank square before the parade, there are soldiers into the tank and tank cabin footage. Before the parade, there were pictures of the pilot flying the plane in the cabin. The addition of these shots made the whole parade process from preparation, start to end. The reason why these lenses can join is closely related to the continuous innovation of photographic equipment. Today's photography equipment are becoming more and more portable, with more and more clarity. Whether a tank or a fighter, the cabin is extremely limited to shooting in a small space without the use of the GoPro, a lightweight camera device. It is also worth mentioning that when the guard of honor appeared, for the collection of footsteps. On the two sides of the road, many soldiers also have the "little bee" this wireless sound harvesting device to collect the sound. The development of recording technology and wireless transmission technology provides the possibility for this large scene, which enriches the content of the work and the means of expression.

2. The development and prosperity of art cannot be separated from the support of cultural deposits

All the time, every excellent work of art will leave a deep cultural core and thought core besides its shape, simple form and sensory feeling. Profound cultural connotation is the basis of an artist's creation, the source of inspiration, but also the value and significance of the existence of artistic works. Media rituals can mobilize more social attention to participate in the interactive communication and meaningful resonance of the media, and produce spiritual forces supported by emotional coordination, while the emotional impulse brought by common attention is often the basis of the interactive rituals of the media.^[2]

Profound cultural accumulation is the basis for the creators' artistic creation. Take the creators of the art form of TV party as an example, in order to present a better audio-visual perception to the audience, the creators should know how to effectively apply light and shadow according to the characteristics of the performance, carry out reasonable character scene scheduling, and at the same time, control the design of the stage, props, costumes and so on. To make the correct choice and judgment of these stage elements is inevitably inseparable from the understanding of the cultural connotation of the presented program. If we want to perform a street culture street dance program, it is necessary to grasp its free and rebellious youth culture, in the TV presentation may be more fast cutting, shaking and other camera language to present. If we present a language art such as sketch and crosstalk, we must grasp the importance of their language information transmission. At this time, the camera should become a recorder rather than a creator.

At the same time, the core of culture endows the value and significance of the existence of art works, and art works have the significance of The Times because of the cultural connotation of a specific era. In the Renaissance period of painting, sculpture and literary works, the creation subject changed from the former royal aristocracy to the most ordinary working people, which is the embodiment of humanistic culture. The artistic creation of the New Culture Movement held high the two flags of science and democracy, in an attempt to awaken the paralyzed nerves of the small-scale peasant economy for thousands of years. During this period, the literary works of Lu Xun, Hu Shi and other great writers, shaped the most ordinary of the old society little people, each of them is the epitome of that era, with the cultural atmosphere of that era. The works of art in different historical periods reflect the cultural characteristics of this era and become the products of social culture in a specific era.

Different national cultures also give birth to different national art. In China, different regions have traditional operas, flexible Chinese dance and martial arts, and rhythmic poetry and music.... but different art forms have the same cultural core and freehand thoughts. On the other side of the ocean, the United States, under the integration of multiple nationalities, has also formed its own national art form: black culture hip-hop, hip-hop rap, country music and cowboy culture popular in the farm. The cultural deposits of different nationalities breeds the artistic style of their own nation.

3. Technological innovation also promotes the emergence of new culture and new trend of thought

The prosperity and development of culture cannot be separated from the development of technology, and every major social change will inevitably be accompanied by a major cultural innovation. And the major social changes that the whole world has

undergone are brought about by technological innovation.

The first industrial Revolution in the UK, which began in the 1860s, brought human society into the steam era. The production of large machines began to replace the traditional handicraft production. The level of human productivity improved by leaps and bounds, and capitalism developed, which led to a great cultural enlightenment movement from the 17th century to the 18th century. During this period, many great writers and philosophers emerged, such as Voltaire, Rousseau, Kant, etc., who created many excellent literary works of literature and art. They advocated freedom, democracy and equality, and rebelled against feudal autocracy and religious ignorance. This is the irreversible historical torrent and the forward direction of social development. The development of technology and the arrival of the great industrial age are the catalyst for the prosperity of capitalist culture. The development of technology liberates the productive forces and breaks the mode of social operation and the method of hierarchy, from which new classes and new cultures emerge and develop.

Nowadays, information technology is changing with each passing day. In the era of big data, artificial intelligence and VR experience make our life more and more convenient, more and more rapid and fragmented today. For example, digital performance is essentially a digital production mode of culture in the Internet space along with the development of technology.^[3] In the era when the network is all over all aspect of daily life, the network culture is also changing and developing at an unprecedented speed. Data is everything, and users are precise positioning. In this rapidly changing technological revolution, we have not yet been able to form a sound and benign cultural expression system. Nowadays, the existing short videos and live broadcasts present fast food consumption and interests first. But obviously, there is no valuable cultural core, only rely on the audience after the audience began to appear aesthetic fatigue will be quickly eliminated by the market. In today's rapid development of technology, it is still necessary to deal with the relationship between technology, art and culture, in order to create enduring excellent works of art.

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